Journal of Economics and Sustainable Development
Volume: 06 / N°: 01 (2023), P:779-797
ISSN : 2661-7986 EISSN: 2773-2606

FACTORS AFFECTING THE SUCCESS OF STARTUP COMPANY: A CASE STUDY OF YASSIR TRANSPORTATION COMPANY IN ALGIERS

NADJI MOHAMMED [1] [*], BOURENNANE MUSTAPHA [2]

Laboratory of Economic Development Studies

[1] AMAR TELIDJI UNIVERSITY (LAGHOUAT), m.nadji@lagh-univ.dz
[2] AMAR TELIDJI UNIVERSITY (LAGHOUAT), m.bourennane@lagh univ.dz

Received:13/12/2022 ***Accepted:02/02/2023*** ***Published:01/03/2023***

Abstract:
Entrepreneurship has become a popular and widely researched topic due to its significance and impact on many parts of life. It's always important to understand the factors that contribute to the success of entrepreneurs and their businesses, as well as the impact those factors have on achieving that goal. According to this study, the availability of qualified employees, infrastructure, system availability, help desk availability, hardware, and design preparation are all factors that influence a new firm's performance and success. The questionnaire was designed with the following objectives in mind, and the information gathered was examined using descriptive statistics as well as analytical and statistical methods. the study findings reached that there is a statistical impact for system readiness on startup operation, and there is an impact for skilled employees on the success of startup operation, Also, there is a statistical impact for infrastructure on the success of startup operations.

Keywords: Startup, Firm Performance, Economy, Entrepreneurship, YASSIR Transportation company
JEL Classification: E3 ; L25 ; M13 ; L26

[*] ***Corresponding author.***

Introduction

Startups are gaining a lot of attention these days, both locally and globally, because they represent innovation and a dynamic economy. These businesses are typically founded from large ideas and evolve to attain success. These phenomena have been discussed in management theory, organizational theory, and entrepreneurship literature. However, because of Algeria's recent dominance on the one hand and on the other, this type of start-up faces numerous hurdles. Even in industrialized countries, this sort of organization faces numerous challenges due to the adoption of unique and creative concepts, which are often riskier, and which encourage banks to take an interest in financing this type of project.

Simply said, a business's fundamental goals are to exist and to survive. Startups are fundamentally different from established businesses in that they demand solutions to their challenges, are typically tech or entrepreneurship driven, play a prominent role in decision-making, and often directly oversee entire operations.

Managers must grasp how to increase business performance to take a startup to a steady stage. Start-up operations are the responsibility of any business that has recently begun operations and will generate goods or services. This article tries to visualize the phenomenon of a "startup," as well as the issues that they may face and the elements that determine their success.

1- Literature Review

The importance of startups in the innovation process cannot be overstated (Colombo and Beva 2008; Davila et al 2003; Mostar et al 2008). A startup is a transient firm, partnership, or organization founded to build a repeatable and scalable business model, according to Steve Blank's well-known definition (Blank, 2010).

During the launch phase, new concepts are offered to the market and developed into economically viable businesses. New ventures are profit-generating business management solutions (Spender 2014). According to a current study, establishing relationships with external partners is critical to a company's success (Teece 2010; Pangarkar & Wu 2012; Kask & Linton 2013).

Due to their small size, startups experience a structural scarcity of both tangible and intangible resources (Wymer & Regan 2005). A shortage of financial and human resources makes developing new creative procedures difficult. Open innovation (OI) methodologies must be used by startups to overcome both the duty of novelty and the obligation of micro-responsibility (Bogers 2011).

Other study streams have focused at the context of OI for both dependent and independent variables, as well as OI operations (Harison & Koski, 2010; Huizingh, 2011).

1-1- Hypotheses of the study and research model

- The main Hypothesis is:

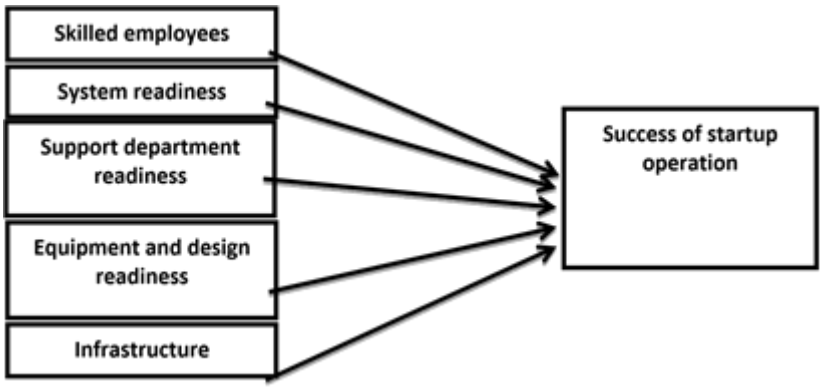
H0: There is no effect of all factors on success of startup operations.

From this hypothesis, it found the following sub-hypotheses

Hypotheses	*Description*
H 01	There is no effect of the system readiness on success of startup operations.
H 02	There is no effect of the skilled employees on success of startup operations.
H 03	There is no effect of the support department readiness on success of startup operations.
H 04	There is no effect of the equipment and design readiness on success of startup operations.
H 05	There is no effect of the infrastructure on success of startup

- **Research Model**

Figure number (01) Research Model



1-2- Study Variables

Dependent variable: Success of Startup Operation.

Independent variables: The process includes system configuration, equipment configuration, and design, infrastructure configuration, support services, and qualified personnel.

The study is limited to these variables because of the following:

- ✓ The factors of success of startup operation are classified each separately as appropriate study sample.
- ✓ The factors are available in many pervious study and researches.
- ✓ The factors are making the study easier for the researcher to writing about them.

2- Theoretical and Operational Definition of the Study Variables

A. Startup operation of new business: A new venture, as well as the first stage of operations and production for any business that generates goods or services. (Lim, SiriratSae and Platts, Ken and Minshall, Tim, 2008)

System readiness: To manage the operational process, implement a material flow system and documents such as manuals and procedures. Allow staff to do the task without instructions, standard operating procedures, and guidelines (SOP) showing the implementation process to question, and provide step-by-step instructions for consistently executing the activity. The policy could be given as a single document or as a collection of documents. when the assignment will be finished and how it will be finished (SOP Review, 2005).

Corporate policies and procedures are designed to document company regulations and the processes required to apply them, as well as to aid in the execution of the firm's governance and internal security systems. To put into effect. A corporation must evaluate and identify compliance with laws while creating policies and processes in the following areas: compliance, regulatory requirements, risks, and development. To guarantee that policies and procedures help the organization achieve its goals, every firm must examine and define compliance with the laws that must be followed. Finally, the dangers that must be understood in order to design accounting policies and processes must be mentioned (Widzinski, 2005).

B.Skilled employees: Address employees with exceptional training and experience from training and experience during the start-up process. Delivering deeply personalized social experiences to attract, develop and engage employees of all generations and geographic regions. Organizations creating competitive advantage do this by adopting innovative talent management practices - they first identify authentic core values of the organization and then complement them with the latest learning, learning and development tools, talent management and leadership techniques.

C.Support departments' readiness: Because digital integration pervades almost every aspect of the business, having a support team is critical for businesses of all sizes. Others care more about technical issues, while others care more about customer service (customer support) (technical support). A company's purchasing departments are made up of numerous departments that work together to improve efficiency. These divisions include Health, Safety, and the Environment, Maintenance, Procurement and Contracts, Engineering, Finance, and Information Technology. As a result, the researcher will describe how the readiness of certain of these departments is influenced. Lundstrom and his collaborators (Lundstrom et al., 2002).

The impact of HSE on work and people will result in increased job satisfaction, safety, and quality, and the work environment is inextricably related to the performance of the individual or management. On the other hand, job discontent is caused by hard labor, pressure, pain, and stress, thus efforts to ameliorate the work environment must be made.

As a result, establishing a well-organized structure in organizations and businesses will lead to more accessible and harmonious work, as well as higher productivity. The maintenance department, which has a considerable impact on the company's bottom line, is the second most important department. Two important elements must be observed in maintenance: a strategy that defines the scope of the work to be done and daily planning of solutions, activities, and services, all of which are created with experience and a sense of proportion and backed by a range of ways (Harun and Duffua , 2009). Al-Momani and Ahmed (2011) maintenance entails daily checks, cleaning, and monitoring to ensure that each A-tool in the company is in working order.) Everyone in the firm, from top executives to new hires, must support and participate in the service department, and storing previously learned data for future challenges is critical to providing outstanding service.

D.Equipment and design readiness: The technical problems of manufacturing equipment and it related also to specification and unforeseen process design difficulties. Preparation of devices and projects in organizations play an important role in every industry, so for transportation and multi-service industry, the design should be of high quality, in order to meet customer needs, manufacturers should set the following standards: cost, lead time and quality. The design of any organization bears the greatest burden of ensuring the required quality, but poor quality and design add additional costs, and quality assurance methods can be implemented in the planning process to control deviations that may occur in the engineering office.

Organizational quality seeks to initiate a program of accountability in relation to communication and quality assurance of services (Abdulaziz, 2000). If a product meets customer expectations, customers will consider the product to be of good quality, but if the product does not meet customer expectations, the product will be considered inferior when developing a specification (Momani and Ahmad, 2011):

- The needs of customers or users.
- The safety and health of the product must be taken into account.
- Thoughtfulness.
- National and international standards.
- Competing for products and gaining a competitive advantage.

E.Infrastructure: A business infrastructure consists of certain types of required equipment and resources that help deliver services within an organization. Infrastructure is a broad term for a business's underlying physical systems, and a business infrastructure consists of certain types of required equipment and resources that help deliver services within an organization. Software, hardware, and network resources are all part of the infrastructure.

The infrastructure sector has been one of the most crucial to focus on its development because it involves a variety of life's necessities, including water, commodities, services, transportation, sewer lines, and communications.

Infrastructure readiness has been suggested as another factor influencing the success and growth of small and medium-sized businesses, in addition to skills and learning (Chen, 2003), and it has become a top management priority because infrastructure can help small businesses deal with unpredictability.

To build infrastructure, it is important to invest in internal resources such as time and money. Infrastructure is "a set of tools that help supply products and services to the public, have a direct impact on productivity, and can cause a positive or negative workflow," according to Goel (2002). According to him,

infrastructure also includes electricity, transportation, highways, water networks, communications, and irrigation.

Infrastructure may help drive economic growth while also affecting costs and production, which is why it's important at the national and state levels.

Infrastructure should be available in any business; each organization is different and requires different types of training; other factors affecting the organization's infrastructure, such as transportation infrastructure, are important because building the right infrastructure benefits society, the economy, and production.

Infrastructure improvements start with a well-thought-out project proposal that involves a complete grasp of the concept, operation, and maintenance.

F. Success of startup operation: Achieve utilization rate Production capacities, sales growth, profit growth, sales growth

2-1- Limitations of the study

This study is a case study limited to the managerial level in Transportation Company Algiers (YASSIR) and there is a limitation of time which is in 2020-2021 year. Also the study limited to Study tools used and defined by the researcher.

2-2 Framework

- **Startup Companies**

The word “startup” is defined by the English dictionary as a small business that has just started, and the word “start-up” consists of two parts: “Start”, which refers to the idea of launching, and “up”, which refers to the idea of strong growth. The term began to be used immediately after the Second World War, with the beginning of the emergence of venture capital companies (capital-risque) and the term was commonly used after that. Nowadays, the term exists and is defined by the French dictionary la rousse as “innovative young enterprises, in the sector of new technologies”. (Boudiaf, 2020, p. 88)

In the absence of a consensus on a unified definition of start-up, this concept, according to the lexicon Larousse, refers to those innovative young institutions in the field of information and communication technologies whose mission is to create and commercialize new technologies, and

researcher Erice Reis defines them as those institutions that aim to develop and distribute A new product with a high degree of uncertainty.

- **What is a Startup?**

The term "startup" refers to a company in the first stages of operations. Startups are founded by one or more entrepreneurs who want to develop a product or service for which they believe there is demand. These companies generally start with high costs and limited revenue.

- **Understanding Startups**

Startups are businesses or organizations whose primary goal is to sell a single product or service. These businesses lack a fully established business model, as well as a fully built headless header, a fully built channel head, and, most importantly, a fully built vertical channel. Kamel, Supreme Leader, the Supreme Leader, was not present. The vast majority of these businesses were founded by their founders.

Many entrepreneurs, including Rasmus, look for additional funding from family, friends, and other sources. While Silicon Valley is well-known for its thriving venture capital ecosystem and fertile ground for new ventures, it is also the most difficult environment to succeed in. Seed funding can be used by startups to fund their company's research and development. The comprehensive business plan details the company's mission, vision, and goals, as well as its management and management methods. The comprehensive business plan establishes the mission, vision, and goals of the company, as well as the management and management strategies. A comprehensive business plan defines the company's mission, vision, and goals, as well as management and management strategies, and market research aids in determining product or service demand.

- **Examples of Startups**

LAK Studio is a leading and affordable website design company that offers many services such as Website Design and Development, Content Management System, E-commerce based website and Search Engine Optimization and much more.

BlueChairs: The first (and only) digital platform in Algeria for booking both professional and private event spaces.

- **Advantages and Disadvantages of Startups**

Joining a start-up has numerous advantages, more responsibilities and learning opportunities - two. Because startups have fewer employees than large, established companies, employees tend to wear many hats while working in various roles, which leads to increased responsibility and the opportunity to learn.

Startups are more laid-back, resulting in a more collaborative workplace with flexible work hours, increased employee engagement, and flexibility. Startups are more likely to have workplace perks such as nurseries, free meals, and shorter work weeks.

Jobs in startups can be more educational because managers encourage innovation and allow talented employees to put ideas into action with little supervision.

One of the most significant disadvantages of beginning is the increased risk. First and foremost, it is related to the startup's success and longevity. Before they can begin to make a profit, new businesses must demonstrate their worth and raise capital. It is critical that investors are pleased with the startup's progress. There is always the risk of shutting down or running out of capital to keep trading until a profit is made.

Startups typically have a lot of time because everyone is focused on the same goal: making the startup successful. This can result in stressful situations and compensation that is not commensurate with the amount of time spent on the job. With so many startups working on the same idea, competition is always fierce.

A. Advantages:

- More opportunities to learn and take on more responsibility
- Flexibility
- Workplace Advantages
- Innovation is encouraged.
- Hours are flexible.

B. the inconvenient:

- failure possibility
- The requirement to raise capital
- high level of tension
- Working conditions that are competitive

3- Practical Part

3-1- Study Methodology

This chapter offers a description of the study sample and community, study instruments and disciplines to assure validity and consistency, and an explanation of the method and manner of implementing this study, the research procedure, and the disciplines of variance used.

This study's sample includes all levels of management at the startup Yasser Company, with a total of 158, divided into 78 supervisors, 41 supervisors and department heads, 29 managers, and ten managers, with a total survey response of 121, and the remaining 37 who did not reply.

Table (1): sample properties

Variable	Categories	Frequency	Percentage
Experience	less than 5 years	7	5.8
	5yrs or more	114	94.2
Academic Qualification	Less than bachelor degree	26	21.5
	Bachelor degree	77	63.6
	Higher educatio n raduate	18	14.4

3-2- Instrument of the study:

The researcher created a questionnaire with 24 questions based on prior studies that were delivered to managers. System readiness, skilled individuals, support department preparedness, equipment, design, and infrastructure readiness were all factors considered. The researcher additionally conducted interviews with the respondents in order to explain the questions and confirm that the questionnaire was completed.

3-3- Reliability of the instrument

To ensure the questionnaire's trustworthiness, the researcher used it on an experimental sample of (10) administrative level employees who were omitted from the study sample for two weeks between the first and second distributions at the same company. The correlation coefficient and the value of the Pearson correlation coefficient (0.83) were used to determine the test's reliability, which is a high and acceptable value for the objectives of this study.

For internal consistency, Cronbach's alpha (Cronbach - alpha) equation was employed, and the scale's answer level for each paragraph was determined using a five-point Likert scale: one indicated strong disapproval, two represented disagreement, and three represented normal, four is OK, and five is OK. Scores were categorized into high, medium, and low categories.

Table (2): Reliability coefficient of (Alpha Cronbach) for the Factors Affecting the Success of Startup Operations of New Business

Field	**Number of Paragraphs**	**Alpha Cronbach**
Employees' skills	4	87%
Infrastructure	3	82%
System Readiness	4	90%
Support Department Readiness	4	79%
Equipment and design Readiness	7	75%
The successful of Startup operation	4	84%
Total	27	86%

3-4- The statistical techniques:

For each item in the questionnaire, the findings were examined using appropriate statistical and non-statistical approaches, such as mean and standard deviation to determine sample characteristics and regression analysis to determine the effect of factors on the launch process' success.

3-5- Results of the study

- **Skilled Employees**

The question	Means	S. Deviation	Rank	Degree of application
operations.				
Weak Technical experience and skills of employees affect the success of startup operations.	4.34	1.10	2	**High**
Lack of continuous training and education affect the success of startup operations.	4.14	1.20	3	
Not Qualified managers and employees affect the success of startup operations	3.91	1.16	4	
Performance	4.24	0.84	/	

Table shows that the third paragraph "Poor management and leadership skills affect successful startups" had a high degree of application in the field of professional users of the study sample's responses, while the degree of application of the total average was high in approximately (4.24) and standard deviation (.83) and the third paragraph "Study averages." The first line, "Poor technological competence and employee skills influence startup success," came in first with an average application level of about (4.57). It is ranked second, with a high average application score of (4.34) and the fourth paragraph "Lack of training and continuous education hinders the success of companies." He came in first with a high average applicant score of about (4.14) and the first paragraph, "Unqualified managers and staff have an impact on company performance." He finished last, with a significant degree of average application surrounding him (3.91).

- **Infrastructure**

The question	Means	S. Deviation	Rank	Degree of application
Inability to supply necessary services affects the success of startup operations.	4.51	0.57	2	

Delay in services of infrastructure due to external constraints affects the success of startup operations.	4.14	1.20	3	**High**
Quality of infrastructure service affects the success of startup operations.	3.91	1.16	4	
Performance	4.24	0.84	/	

The table reveals that in the region of infrastructure for the replies of the study sample, the paragraph "means of study" was high, while the degree of application of the overall mean was high by about (4.53) and the standard deviation (.66) for the fifth paragraph. "The inability to deliver the necessary services has an impact on the success of companies," he says. The seventh paragraph, "lagging in infrastructure services due to external constraints influencing the effectiveness of beginning operations," came in first with an average application score of (4.78). The sixth paragraph, "The quality of infrastructure service determines the success of startups," came in second with a high average degree of applicability of about (4.51). With a high average candidate score, he came in last place (4.29).

- **System Readines**

N	**The paragraph**	**Means**	**Standard Deviation**	**Rank**	**Degree of application**
	Standard operatingprocedure affect thesuccess of startup operations.	-	-	-	-
10	Company policies and procedure affect thesuccess of startup operations.	3.83	0.56	3	High
8	Quality of drawings affect the success of startup operations.	3.60	0.90	4	Medium
	Performance	3.98	0.81		High

The table revealed that in the field of system preparedness for the answers of the study sample, the paragraph on the study's means got high and medium, while the degree of application of the overall average

became high (3.98) and percentage. Deviation from the mean (0.81). "The layout and flow of products and material handling that determine the success of start-up activities," says the eleventh paragraph. The ninth paragraph, "the quality of evidence and standard operating procedures affect the success of startups," came in best in the degree of application with a high average (4.19). It came in second place with a medium application score, followed by a high score (4.19), and third place with a low application score.

- **Support Department Readiness**

N	The paragraph	Means	Standard Deviation	Rank	Degree of application
17	Finance department readiness affect the success of startup operations.	4.22	0.44	1	High
16	Technical support department readiness affect the success of startup operations.	4.05	.91	2	High
13	Maintenance department readiness affect the success of startup operations.	3.85	1.22	3	High
15	Admin service department readiness affect the success of startup operations.	3.73	.59	4	High
18	IT department readiness affect the success of startup operations.	3.47	0.75	5	Medium
12	Health, safety, security and environment department readiness affect the success of startup operations.	3.33	0.99	6	Medium

The table demonstrates that the study paragraph's average became high and average in the field of supporting section preparation for the study sample's answers, while the overall average's degree of application increased by around 3.67.) The seventeenth paragraph, "the readiness of the financial department influences the performance of the start-up operations," has a standard deviation of (0.79). It was first, with a high average application degree of roughly (4.22), while the paragraph came fifteenth, with the phrase "the technical support department's readiness influences the effectiveness of the start-up activities." “The average application score came

in second place with a high level (4.05) and the twelfth paragraph, which is "the country." The Department of Health, Safety, Security, and the Environment's readiness has an impact on startup success. "Occurred before the last ranking with a high degree of application of the average" (3.33) The fourteenth paragraph, "the procurement and contracting department's preparation influences the success of start-ups," ranked last, with the average degree of application coming last (3.03).

- **Equipment and Design Readiness**

N	The paragraph	Means	Standard Deviation	Rank	Degree of application
20	Quality of equipement affect the success of startup operations	4.30	1.39	1	High
22	How quickly that organization ramp up to the optimal capacity of equipment affects the success of startup operations.	4.23	0.50	2	High
21	A failure that is repeated more than two times affect the success of startup operations.	4.12	1.00	3	High
19	The process capabilities affect the success of startup operations.	3.99	1.17	4	High
	Performance	4.16	1.06		High

The table shows that the paragraph "Means of study" had a high degree of application in the area of equipment preparation and design for the responses of the study sample, with a total average of about (4.16) and a standard deviation of about (1.06), and the twentieth paragraph was "The quality of equipment affects the success of start-up operations" came first, with a total average of about (4.16) and a standard deviation of about (1.06), and the twentieth paragraph was "The quality of equipment affects (4.30. "How quickly will this firm reach the optimum equipment capacity for successful start-ups?" is the twenty-second paragraph. With a high average application score of about (4.23) and the twenty-first paragraph, "If a failure is repeated more than twice, it impacts the success of startups," he finishes in second. With a high average application score of about (4.12) and the

nineteenth paragraph, "Process possibilities determine startup success," he got in ahead of the last rank. It came in last, with a high degree of average application (about 80%). (3.99).

- **The Success of Startup Operation**

N	The paragraph	Means	Standard Deviation	Rank	Degree of application
23	The success of startup measuringby growth in the sales volume.	4.45	0.90	1	High
26	The success of startup measuringby reaching the utilization rate of Plant capacity.	4.41	0.58	2	High
24	The success of startup measuringby growth in profit volume.	4.30	0.67	3	High
25	The success of startup measureing by growth in Marketing size.	4.08	1.11	4	High
	Performance	4.32	0.76		High

The table shows that in the area of the success of the start-up process for the responses of the study sample, the paragraph "study means" was high, while the degree of application of the total mean was high by approximately (4.32) and the standard deviation (0.76), the twenty-third paragraph, which "measures the success of the start-up of Operation by the growth of sales volumes." With a high average application score of about (4.45) and the twenty-sixth paragraph, "Measuring startup success by reaching station capacity utilization rate," it takes first place. With an average app score of about (4.41) and the twenty-fourth paragraph, "Measuring startup success through profit volume increase," he placed in second. It came before the last row, where the average candidate score was about (4.30), and the twenty-fifth paragraph, which "measures startup success by marketing volume increase," was last in line, with the average application score climbing to around (4.30). (4.08).

- **Hypotheses testing:**

Basic premise: To respond to the main premise that all elements do not influence the starting process. The influence of all domains on the startup process was determined using linear regression for the sub-hypotheses, and the main hypothesis analyses revealed that all components affected the launch process.

Table 8: The results of Correlation model for hypotheses

Hypotheses	R square	F Calculated	Sig*	Confirm / Reject
H.0	.134	**14.853**	**003***	**Reject**
H.1	.102	19.980	004*	**Reject**
H.2	.157	8.900	000*	**Reject**
H.3	.164	9.945	000*	**Reject**
H.4	269	17.579	002*	**Reject**

4- Conclusion

The study's findings revealed that the study paragraph's mean was high in the field of business users of the study sample's responses, while the total mean's degree of application was high in 'approximately (4.24) and standard deviation (.84), the third paragraph, which is' Poor management and leadership skills affect the success of startup operations.' The first line, "Poor technological competence and employee skills influence startup success," came in first with an average application level of about (4.57). The second-place finisher had a high average degree of application (4.34), and the fourth paragraph was titled "Lack of training and continued education impacts startup performance." It came before the last ranking, with a high average application score of about (4.14) and the first paragraph, "Unqualified managers and personnel have an impact on startup business operations." He came in last, with an application level of (3.91) on average.

Starting a new project is the most important stage for any business at any level, which will chart the path to stability and survival, and for this reason, the researcher would like based on the results to recommend the emerging company in the field of transportation Yassir with the following:

1- Increasing training programs to qualify and increase the skills of employees: the experience of management and workers to direct operations in the transport sector, especially in a state such as the Algerian capital, must employ more expertise and partner with other companies to transfer technology and expertise, employee training and improvement and solutions from their experience in the past that will take the application of Yassir to a higher level to be a global company in the transportation sector.
2- Improving or upgrading the quality of cars for customers. The company should develop a plan to upgrade the equipment and modify the design to improve productivity and design an attractive logo.

- Bibliography List :

- Startups and open innovation: a review of the literature Article in European Journal of Innovation Management • January 2017.
- Impact of Training on Employees Performance Evidence from Pharmaceutical Companies in Karachi, Pakistan pp 49-52.
- Understanding Organizational Impact Of Complex It Infrastructure Through Agility: The Case Of Enterprise Chen, Daniel Q, (2003).
- Startup Companies: Life Cycle and Challenges Conference Paper • January 2015 , Aidin Salamzadeh , University of Tehran.
- Cooney, Richard; Terzioski, Mile; Samson, Danny, (2002), Employee Training, Quality Management and the Performance of Australian and New Zealand Manufacturers, Faculty of Business and Economics Monash University
- Production Regimes, Employee Job Control and Skill Development Nuffield College Oxford , Gallie, Duncan, (2011).
- " The Sustainability and Challenges of Business Incubators in the Western Cape Province, South Africa" Thobekani L. 1. & Tengeh. R. K, (2015),
- The 2020 Workplace How Innovative Companies Attract, Develop, and Keep Tomorrow's Employees Today Jeanne C. Meister and Karie Willyerd
- The Impact of Networking Behaviors on the Success of Entrepreneurial Startups in Jordan By Firas Albourini
- Brian, M., & Cant, L. (2010). Skills necessary to grow Micro Entrepreneurs into Small Business Entrepreneurs. South African Journal of Economic.
- Buttner, H., & Gryskiewicz, N. (193). Entrepreneur's problem-solving styles: An empirical study using the kirton adaption/innovation theory, Journal of Small Business Management
- Van de Ven, A. H., Hudson, R., & Schroeder, D. M. (1984).Designing new business startups: Entrepreneurial, organizational, and ecological considerations.Journal of management, 10(1), 87-108.
- Serarols C. (2008). The process ofbusiness start-ups in the internet: a multiple case study, International Journal of Technology Management, 43 (1-3), 142-159.

- Manchanda, K., & Muralidharan, P. (2014, January). Crowdfunding: a new paradigm in start-up financing. In Global Conference on Business & Finance
- Colombo, M. G., & Piva, E. (2008). Strengths and weaknesses of academic startups: a conceptual model. Engineering Management, IEEE Transactions on, 55(1), 37-49.
- Hegde Mahesh, and Kishan Doss, (2009) Overall Equipment Effectiveness Improvement, TPM and 5S Techniques in a CNC Machine Shop.
- Transportation Infrastructure, Productivity, and Externalities, University of Maryland and National Bureau of Economic Research Hulten, Charles (2005),
- A study of factors related to successful and failure of entrepreneurs of small industrial business , University, Detroit, Micha Safety Institute. Mehralizadeh, Yadollah & Sajady, Hossain, (2004),
- The importance of learning in mitigating the severity of the faltering startups in Algeria – an analytical study - Value Added Journal of Business Economics, D (02) Issue (01 (2020), p. 12